

“DISCOVERY KIDS ON NBC” EDUCATIONAL OBJECTIVES
For 4th Quarter 2004

In compliance with the Children’s Television regulations that became effective January 2, 1997, the DISCOVERY KIDS ON NBC programs feature an on-air icon indicating each program is “educational and informational” for children. This icon is displayed at the beginning of each broadcast. Also, in compliance with the new regulations, the following document, which includes the educational objectives of DISCOVERY KIDS ON NBC, must be placed in your public file.

Each of the programs listed on the following pages are part of the NBC Children’s Programming block and is specifically designed for a target audience of children, aged 9-14. All of the programs have educational objectives that are central to the content and appropriate to the program genre.

Two reality-type programs, “Endurance” and “Trading Spaces,” demonstrate how skill and teamwork combine to accomplish a goal. The two live-action fiction programs embed factual information within the context of a narrative story: “Strange Days at Blake Holsey High,” and “Darcy’s Wild Life.” The two animated programs on the schedule are “Kenny the Shark” and “Tutenstein.”

All shows were developed specifically with the pre-adolescent and young adolescent child in mind. Each program was supported by a team, composed of the creative personnel (producers and writers), an educational consultant, and several technical consultants appropriate to the requirements of each show. The technical consultants verified all the factual content that was presented in each program. The educational consultant worked with the creative team to match the content to the appropriate level of comprehension for the target audience and to develop age-appropriate themes for learning within each episode of every program. All of the educational content was integrated into the action and movement of each episode so that the entertainment and education would be interdependent and present throughout each episode.

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ENDURANCE features a group of 9-14 year old contestants engaging in successive competitions that test different physical and intellectual abilities. Each of the twelve competitive challenges is a metaphor for the challenges our target audience will face in real life. In addition, there are strategic challenges based on ten character traits that are important for success. Contestants must estimate probabilities and beat the odds. Overall, the competition balances luck or fate against personal effort so that the contestants learn to balance intellect with intuition in developing their winning strategy. Narration and interviews during each episode trace the emotional growth and insights of the contestants, with an emphasis on how the experience of protracted competition and teamwork teaches that social skills, knowledge and physical ability combine to create success. The team that endures to the end of all the challenges earns the right to choose a trip to an exotic part of the world.

TRADING SPACES: BOYS VS. GIRLS Siblings, friends or neighbors get to show how well they know each other by redesigning an important room in each other's homes. Each week a boy and a girl will be given two days and \$5000 dollars to complete a renovation of their competitor's "room." The space might be a bedroom, a recreation room, or a clubhouse, but the "designer" has to show his or her knowledge of the other person's preferences, hobbies, and lifestyle to come up with a good design. They learn how to manage a budget, and how to develop and execute a design plan for the room. Participants also learn measurement, spatial reasoning, and principles of aesthetic design as they go through the experience. In the end, they will find out if their knowledge and perception of their partner was on or off base.

STRANGE DAYS AT BLAKE HOLSEY HIGH focuses on a group of five young teens that are students at a very unusual boarding school. Strange phenomena happen at the school, and our kids are members of a science club that decides, with the help of their professor, to figure it all out. The initiator of many of their investigative processes is the newest student to the school, Josie Trent. In exploring the larger mystery of why the phenomena occur, our kids also deal with issues relating to their socio-emotional development. The educational goal of the program is to embed scientific content in a narrative story with strong socio-emotional messages. In each episode, one of the main characters models a learning process that relates to their social competence. Each episode also explores science content that relates to resolving an immediate problem or some aspect of the larger mystery.

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DARCY’S WILD LIFE follows the life of 15-year-old Darcy Fields, the pampered daughter of a top Hollywood movie-star who was plucked out of a life of limousines, movie-premieres and world class restaurants to live a “no frills” life in rural Idaho. Darcy’s initial resentment gives way to optimism as she makes new friends and becomes a part of the community. The overarching educational goal is for the audience to see how the main character, Darcy, is able to make a successful adjustment to a new environment that is the complete antithesis of her old life. Darcy comes to a deeper understanding of herself, the value of relationships, and the insignificance of material things. This occurs as she makes new friends who have totally different perspectives than hers. The viewer will also learn about the care and treatment of a variety of animals that live on farms or in the wild.

KENNY THE SHARK is an eight foot tall shark that lives on land with his owner, ten-year-old Kat. Much of the adventure and humor in this show emerges from the problems that accompany managing the life of a shark trying to live in the incongruous world of human beings. Kenny is literally a big predator “fish out of water.” The educational goal of this show is to provide the audience with an introductory knowledge of shark behavior and biology. Also, each story has an educational theme based on a dilemma facing Kat or Kenny when they have to make decisions, solve problems, or act responsibly to correct something wrong that Kenny did. Their resolution of the problem offers the educational message for each episode of the show.

TUTENTSTEIN is a resurrected ten-year-old boy mummy who thinks that he is still King Tuten-Astennu, Pharaoh and ruler of the world. Little does he understand that three millennia have passed and everything around him has changed. The show’s educational content includes Egyptology and social-emotional messages. Egyptology is presented through the introduction of historically accurate depictions of myths, legends, demons and gods. In each story Tut and his sidekicks, Cleo and her cat, Luxor, have an adventure where the ancients are resurrected as allies or enemies in a conflict that takes place in modern times. Most of the socio-emotional lessons revolve around learning to plan, being less selfish, and considering the consequences of impulsive behavior. Cleo is usually the voice of reason for Tut, as she is the one who has to problem-solve their way out of each escapade they encounter.

Children's Programming Commercial Limitations:

The following is a list of the amount of commercials allowed into KOMU-TV children's programming. The programs are formatted so that additional commercial time cannot fall into the programs deemed educational and informational.

Wild About Animals	5:30
Jack Hanna's Animal Adventures	4:30
Critter Gitters	3:40

The NBC/Discovery Kids programs which are designated as educational and informational allow 1:00 of local advertising time. These programs are:

Kenny the Shark
Tutenstein
Trading Spaces: Boys vs. Girls
Endurance
Strange Days at Blake Holsey High
Darcy's Wild Life

CERTIFICATION
CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, formats all of its children's programming for children 16 and under, or for children 12 and under, including programs provided through the network (NBC) and syndicated programs acquired by KOMU-TV, so that all such programming fully complies with the statutory limits of commercial content.

Date: 7/10/05

W. Matt KTH

Programs designated for children 16 and under:

Kenny the Shark
Tutenstein
Trading Spaces: Boys vs. Girls
Endurance
Strange Days at Blake Holsey High
Darcy's Wild Life
Wild About Animals
Critter Gitters
Jack Hanna's Animal Adventures